

Exploring the Customer Experience Management of Recycling Industry

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ABSTRACT

This study is to explore the customer relationship switching from the position of the recycling industry. In order to retain the customer subjective experiences completely, the research method Subjective Sequential Incidents Techniques (SSIT) is applied to analyze the customer experiences in its field. It collects the customer switching records in the recycling industry and offers the key elements on the reasons that the customers changing their recycling companies; and the strategic decision that they find out the substitutes. The research discoveries there are four processes of switching: first, the demanding of switching; second, looking for substitutes; third, decision switching and forth maintain the relationship which are included the relationship switching history and the key elements of maintaining. Under the analyzing of customer subjective statements, two findings are concluded. First of all, there is absolutely direct connection that the customers switching the objectives and the customer relationship maintenances. The price concern is irrelative to the switching of recycling industry.

Keywords : customer relationship switching ; customer relationship management, CRM ; customer satisfaction ; customer experience management ; subjective sequential incidents technique, SSIT

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